

THE IMPACT OF PRICE AND QUALITY PRODUCT ON CONSUMERS' PURCHASING DECISION IN KAOS ANAK FOR KIDS' (KAFK) CLOTHING SHOP

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Abstract

In this research revealed there is a gap between price and product quality that impact of consumer purchasing decision in children's clothing. Besides caused by the high growth of clothing shop outlets, the price and quality of products can also affect the purchasing decision of consumers in buying or consuming products. That makes the sales of KaosAnakFor Kids' (KAFK) clothing shop products decrease in 2017-2018. This research aims to know whether the price and quality of the product influences in purchasing decision of KAFK's clothing shop consumers. The factors tested in this research are price and product quality as independent variables, while purchasing decision as the dependent variable. This research used descriptive method, with data collection techniques through observation and questionnaire distribution. The population in this research is consumers of children's fashion products with a research sample of 150 respondents. Data analysis used Path Analysis to answer the research hypotheses. The results of measurement data through a questionnaire for the independent variables studied were in the form of ordinal data. To equalize the data of the ordinal scale independent variable with the interval scale independent variable, it should transform first into an interval scale using the LISREL program. The results showed that the two independent variables, namely price and product quality, had an effect on determining the dependent variable, namely consumer purchasing decision in children's clothing shop KaosAnak for Kids.

Keywords: Price, Quality Product, Purchasing Decision

1. Introduction

The fashion industry as one of the creative industries in its development is currently increasing rapidly compared to other creative industries. The majority of people only know fashion as clothing, but in fact fashion is very broad in it. It can be said that fashion is a style of dress that determines the appearance of an individual. Observed of the number of fashion outlets from 2015 to 2018 has increased for distributions store (distro), clothing shops and factory outlets. Distro is a place for selling clothes with quite a lot of designs but the number of each model is limited. Different

from the clothing shop that sells fashion products with a large number and models. While factory outlets sell every fashion product with the number of each model is limited, but the price given is quite expensive when compared to distros and clothing shops.

A result of competition in this industry, every company is required to be more creative in order to be able to offer more value of consumers. Whether it's in price or product quality. Besides competition, changes in consumer tastes, technological advances in marketing strategies, and economic changes,

that become challenges for every company. This must be developed intensively and creatively in order to achieve competitive advantage.

Consumers also receive value from the brand of a product that they choose. According to Hasan (2013: 173) basically repurchase interest is a person's behavior caused by past behavior (consumption experience) which directly influences the interest to re-consume on next time. The purchasing decision in the future can effect customer experience related to price, brand, promotion, advertising, supply chain, service combination, atmosphere and location (place). Maintaining consumer decisions is important to defend and moreover improve their purchasing decision to the company.

KAFK (KaosAnakFor Kids) sells the children's fashion aged 2-8 years at price offered around Rp18.000 per item, which is relatively cheaper when compared to some clothing shop outlets that sell at prices Rp19.000 to Rp23.500. The quality of the products provided is no less good than other products who have good branding. It can be seen from the testimonies of the customers of KaosAnakFor Kids clothing shop who gave good ratings. However, KaosAnakFor Kids clothing shop run into a very significant turnover decline in 2017-2018. Consumers' awareness of the price and quality of the products provided apparently can't excite purchasing decision on KaosAnakFor Kids clothing shop product. The decrease in sales turnover that happen at KaosAnakFor Kids clothing Shop is what researcher want to examine. Based on the preliminary description which is the background of the problem in this study that has been explained above, the main issues that can be formulated in this research are:

1. How does prices of product impact on consumers' purchasing decision in KaosAnakForKids' clothing shop.
2. How does quality of product impact on consumers' purchasing decision in KaosAnakForKids clothing shop.

3. How the price and the quality of product impact on consumers' purchasing decision in KaosAnakFor Kids clothing shop.
4. How much the impact of the price and product quality on consumers' purchasing decision in KaosAnakFor Kids clothing shop.

Based on the background and problem formulation, this research aims to:

1. Get the results of research on prices of product on consumers' purchasing decision in KaosAnakFor Kids clothing shop.
2. Obtaining research results on quality of product on consumers' purchasing decision in KaosAnakFor Kids clothing shop.
3. Get the results of research on prices and quality of product on consumers' purchasing decision in KaosAnakFor Kids clothing shop.
4. Obtain results of an analysis of the impact of prices and quality of product on consumer's purchasing decision in KaosAnakFor Kids clothing shop.

1.1 Product Price

Price is the only marketing component that directly influences company profits. Price becomes one of the most important elements in determining the market and profit of a company. Price is the element of the marketing mix that generates income or revenue for the company, while the other three elements of the marketing mix (product, distribution, and promotion) cause costs (expenses). Besides that, price is an element of marketing mix that is flexible, meaning that it can be changed quickly. In other than that, prices also indirectly affect costs, because the quantity sold affects the costs incurred. Price is often used as an indicator of value if the price is connected with the benefits which perceived by consumers for a product or service. Besides the prices are flexible where at any time it can change according to time and place.

Kotler & Armstrong (2016: 324) define that price as the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits of having

or using the product or service. Meanwhile, according to Nurhadi (2016: 124) explained that: "Price is the rupiah exchange rate of goods and services expressed in money, or the balance price agreed by the seller and buyer". Also according to Tjiptono (2015: 87) the price is "The amount of money (monetary unit) and or other aspects (non-monetary) that contain certain utilities or uses that are needed to get a product".

Based on this opinion, the researcher comes to an understanding that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service. Marketers in a company must really set the right and worthy price for the product or service offered because setting the right price is the key to creating and capturing customer value. Economic reasons will show that low prices or competent are one important trigger for improving marketing performance, but psychological reasons can show that prices are an indicator of quality and are therefore designed as one of the sales instruments as well as a decisive competence. Prices are basically set according to expectations of producers. Prices also usually reflect the quality of the accompanying products, reflect prestige and so on. But even though the selling price is cheap, KaosAnakFor Kids clothing shop tries to display products that are not cheap and can compete well with other clothing shop.

1.2 Product Quality

Product is a basic and important element of the marketing mix. Said to be important because with the existence of the product, the company can set prices, distribute the product through the company's distribution channels and get the right promotion. Products are the focal point of marketing activities because the product is the result of a company's activities that can be offered to the market to be bought, used or consumed it purpose to satisfy wants and needs of consumers. According to Assauri (2015: 211) "Product quality is a statement of the level to ability of a particular brand or product in carrying out the expected function".

Meanwhile, according to Kotler and Armstrong (2014: 253) Product quality is a characteristic of a product or service that has the ability to fulfill stated or implied customer needs. Kotler and Armstrong (2016: 164) also state: Product quality is the ability of an item to produce results or performance that is appropriate or even exceeds what the customer wants. Based on the concepts stated above, researchers can understand that product quality is the ability and character of the product or brand itself to fulfill customer desires.

Kotler (2016: 203) said if a company wants to maintain the competitive advantage in the market, the company must understand aspects of what dimensions are used by consumers to differentiate the products that the company sells with those of competitors. These dimensions include form, performance, product characteristics, accuracy or suitability, and reliability. Next, according to David Garvin in the book Tjiptono (2016: 134) product quality has eight dimensions as follows: performance, features, reliability, specification reliability, durability, serviceability, aesthetics, and perceived quality. Meanwhile, according to Mowen and Minor in Dinawan (2012) giving several dimensions of product quality, including: performance, reliability, durability, safety. From this dimension, researchers took several factors relevant to this research, including Style and Durability.

Based on some of the definitions above it can be seen that product quality is the ability of a product to fulfill consumer desires. Consumer desires include product durability, product constraints, ease of use, and other valuable attributes that are clear from deficiencies and damage. Products that have quality and excellence expected by consumers in KaosAnakFor Kids clothing Shop include product excellence and good relationship management with product providers. In daily life we often talk about quality problems, for example about various of products. Product quality is something offered by sellers who have more value than competing products have. Therefore, companies must focus on the quality of products and products offered by companies with a better appearance than competing quality

products. However, a product is not only about the best or highest appearance if the display is not what the market wants, then the product will have difficulty in dominating the market.

1.3 Purchasing Decision

Interest in buying is a cause and effect of experience as a result of an activity that will be used again in buying and selling activities. Kotler and Keller (2014: 137) said that purchasing decision is consumer behavior that rises as a response to objects that indicate the customer's desire to make a purchase. Meanwhile Durianto and Liana (2004: 44) suggested "the definition of purchasing decision is something related to consumers' plans to buy a particular product and how many units of product are needed in a certain period of time". According to Bearman and Evans (2010: 298), the definition of purchasing decision is an incentive that arises in a person to buy goods or services to meet their needs.

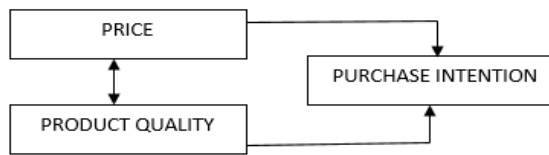
Schiffman and Kanuk (2004: 25), explained that external effect, awareness of needs, introduction of products and alternative evaluations are things that can cause consumer purchasing decision. This external influence consists of marketing efforts and socio-cultural factors. According to Saiman (2014: 72) states that the factors that influence interest are inner impetus, social motive, and emotional factors. SwasthaBasu and Irawan (2001) suggested that the factors that influence purchasing decision are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services, it will strengthen purchasing decision, dissatisfaction can eliminate interest. Stages of producers in deciding purchasing decision or deciding consumer impulses in purchasing products or services offered, can be seen in the AIDA concept or model developed by Kotler and Keller (2014: 568), that is the attention stage, the interest stage, the desire stage, and the stage determination / acting. The dimensions taken in purchasing decision are the stage of paying attention and the stage of interest. Interest in buying is a sense of consumer interest in children's fashion products that are sold at KaosAnakFor Kids clothing shop. Researchers will conduct research on a

decline in purchasing decision or turnover in 2017-2018.

1.4 Relationship Between Price and Quality of Product Impact On Consumers' Purchasing Decision

Research conducted by RuriPutriUtami (2019) states that price impact on purchasing decision, and product quality impact on purchasing decision too. Based on this research it can also be seen that price and product quality can simultaneously impact on purchasing decision. Purchasing decision is a sense of consumer interest in the products offered by KaosAnakFor Kids clothing shop. Purchasing decision can also occur as a result of customers' satisfaction who have ordered product of KaosAnakFor Kids before. But in reality there's still a significant decrease turnover in sales from year to year. The marketing said that since 2017 there has always been a decline turnover in sales at an average rate of 8 percent even the highest to reach 12 percent in 2018 ago. This can indicate that the interest of tourists for buying KaosAnakFor Kids clothing shop products was decreases, which can have a direct impact on profit decline.

Researchers take two dimensions of purchasing decision, that is the stage of interest and the stage of desire. Where the good prices have been established and also the good product quality has not been able to increase consumer purchasing decision. The relationship between price variables and product quality, it can be seen from the results of previous studies that it is proven the results of price and product quality can impact the purchasing decision. That the process of price and good product quality by a company that has been formed can impact consumers' on purchasing decision to buy a product. From these problems it can be concluded that this research will explore the price and quality of products impact on consumers' purchasing decision in KaosFor Kids (KAFK) clothing shop. From the relationship between variables that have been explained, the paradigm of this research can be described as follows:



Picture 1: Research Paradigm

1.5 Hypothesis

The hypothesis that occur in this research are as follows: “The Impact of Price and Quality Product on Consumers’ Purchasing decision in KaosAnakFor Kids’ (KAFK) Clothing Shop”.

2. Method

According to Sugiyono (2013: 2) research method is a research of method who basically a scientific way to obtain data with specific purposes and uses. This research used descriptive verification method with a quantitative approach. This research was conducted on children's fashion consumers in Indonesia. Because the majority of Kaosanak For Kids clothing shop products are sold by online amount of population can't be known. Based on the iteration method, this survey needs to collect at least 115 data. The survey was conducted by distributing questionnaires totaling 175 data and succeeded in gathering 150 data that was suitable for analysis. The pilot study was conducted on the first 30 respondents and the results showed that the questionnaire could be relied on based on Cronbach's Alpha values for more than 0.5. Means the questionnaire can be understood and targeted to the right respondents. For data collection, sampling is done randomly. All child fashion consumers have the same opportunity to discuss in this research. Analysis in prices and quality of product on consumers' purchasing decision in KaosAnakFor Kids clothing shop is done with quantitatively and qualitatively by analyzing data using

statistical tools and the results are given an explanation. The programs used are SPSS25 and Lisrel 8.80. In terms of research time, researchers limit the research time from October to December 2019.

3. Result and Discussion

KaosAnak For Kids Clothing Shop's Product Price

The prices sold of products by KaosAnakFor Kids clothing shop fall into a category that is quite cheap and competitive, where respondents in this research are children fashion consumers who have given positive answers in the question about the price of the products on sale at KaosAnak For Kids clothing shop. Respondents said that they were very worthy of the price offered by the quality of the products provided by KaosAnakFor Kids clothing shop. The price offered is very affordable and relatively cheap and in accordance with the expectations of the respondents. The level of importance of the price for the respondent is in high level because the price value is the benchmark of interest in buying a product. But there also resistance, that is information about prices that haven't been delivered well to consumers, that causing consumer assumptions the product is expensive. This phenomenon is interesting to be examined by the researcher, where a good price has been established but has not increased consumer purchasing decision which turns out to have resistance in information to consumers.

3.1 KaosAnak For Kids Clothing Shop's Product Quality

The quality of the products owned by KaosAnakFor Kids clothing shop by respondents who have bought their products included in the good category, it can be seen from the testimonies submitted by consumers. Respondents from the questionnaire who are children of fashion consumers give positive answers in the question about the quality of the products owned by KaosAnakFor Kids clothing shop. The majority of consumers of KaosAnakFor Kids clothing stores stated that

the quality of the raw materials used very good and comfortable also above the average competitor because some consumers have tried and compared with buying other products. Trendy and up to date designs are also highly appreciated by consumers. It becomes a pride for KaosAnakFor Kids clothing shop that received positive responses from consumers. The result is that price compatibility with product quality can be highly considered. Usually before buying, consumers will try to hold the material of the product to feel for themselves whether the material is good and comfortable, or otherwise. So product quality can be a reference factor for consumers to buy a product, especially fashion or clothing products.

3.2 KaosAnak For Kids Clothing Shop's Purchasing decision

The discussion will analyze descriptively about purchasing decision with visit to KaosAnakFor Kids clothing shop. Consumers of children fashion products have a curiosity information about product of KaosAnakFor Kids clothing shop. The curiosity can be in the form of a question whether to be able to find out about the price and quality of the products in KaosAnak for Kids clothing shop. However, this form of curiosity has not been able to increase consumer purchasing decision to KaosAnakFor Kids clothing shop. Then, after knowing the various prices and quality of the products offered, they are actually interested for buying in KaosAnakFor Kids clothing shop. But the majority of children fashion consumers have a short interest and choose to buy products from other clothing shops that are very diverse and widely scattered in Bandung and surrounding.

Overall, children fashion consumers are less aware and less attention about the KaosAnakFor Kids clothing shop products. Alleged obstacles faced by children fashion consumers are the lack of information and communication. There are also many similar competing products, especially from the model and the shape. So that most consumers decide to buy another competitor product with good

promotion. This is a challenge for the KaosAnak For Kids clothing shop to be more creative, both in terms of communication with consumers, and creative in generating products that are more up to date and trendy.

3.3 The Result Analysis

As stated before, to test the truth of the major hypothesis in this research, it can be seen in the calculation of the correlation coefficient between variables. The researcher uses Path Analysis to answer the research hypothesis regarding the impact of price and quality product on consumers' purchasing decision in KaosAnakFor Kids clothing shop. The results of measurement data through a questionnaire to tourists visiting children's fashion outlets. The results of data measurement through a questionnaire for the independent variables researcher were in the form of ordinal data. To equate the data of the ordinal scale independent variables with the interval scale independent variables, transformed first into an interval scale using the LISREL program. In this section an analysis of the results of data processing using path analysis will be carried out. The results obtained can be seen in the following table:

Table 1: Correlation Matrix

Variable	Price	Product Quality	Purchasing Decision
Price	1,000		
Product Quality	0,743	1,000	
Purchasing Decision	0,779	0,765	1000

The table above shows that:

1. Strong relationship between the influence of product prices and consumer purchase decision is 0.779. This shows that the reciprocal relationship between the two variables reaches a level of 77.9 percent or in other words the level of the relationship between the two variables is strong.
2. Strong relationship between the influence of product prices and consumer purchase

decision is 0.765. This shows that the reciprocal relationship between the two variables reaches the level of 76.5 percent or in other words the level of the relationship between the two variables is strong.

3. Strong relationship between the effect of product prices and product quality is 0.743. This shows that the reciprocal relationship between the two variables reaches a level of 74.3 percent or in other words the level of the relationship between the two variables is strong.

Using the Lisrel 8.80 program to calculate path analysis, structural equations are obtained such as the following formula results:

$$\text{Minat_Be} = 0.47 \cdot \text{Harga} + 0.42 \cdot \text{Kualitas}, \text{Errorvar.} = 0.32, R^2 = 0.68$$

(0.069) (0.069) (0.037)
6.79 6.00 8.57

Source: Questionnaire Results for November 2019

From the resulting structural equation, we can know the magnitude of the path coefficient for each variable. The magnitude of the path coefficient for each variable is shown in the table below:

Table 2: Path Coefficient	
Individual Effect	PYX1 = 0,47 PYX2 = 0.42
Concurrent Effect	R ² Y (X ₁ X ₂) = 0.68
Residual Coefficient Effect	PY e = 0.32

Source: Questionnaire Results for November 2019

By using the equation and path coefficient table above it can be described the structure of the relationship between 3 variables. The

figure below illustrates the relationship structure and path coefficients of each variable:

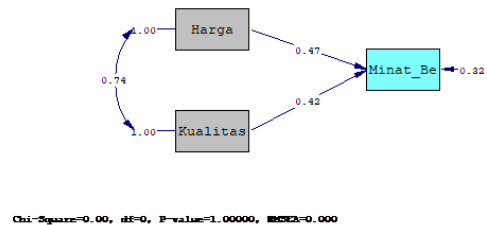


Figure 2: Structural Relationships X1, X2, and Y

Source: Results of the December 2019 Questionnaire

The tables and diagrams in the path above show that:

1. The direct effect of product price variables on consumers' purchasing decision is 0.47 or equal to 0.2209 (squared). This can be interpreted that the product price variable contributes 22.09 percent to the consumer purchase interest variable and falls into the less strong category.
2. The direct effect of product quality variables on consumers' purchasing decision is 0.42 or equal to 0.1764 (squared). This can be interpreted that the magnitude of the contribution of the brand image variable to the variable consumer purchasing decision is 17.64 percent and falls into the low but certain category.
3. The direct effect of the two variables simultaneously on consumers' purchasing decision is 0.68 or 0.4624 (squared). This shows that both of these variables contribute to consumers' purchasing decision by 46.24 percent and fall into the less strong category.
4. The effect of residual variable (e) on Y variable is 0.32 or 32 percent. This shows that consumers' interest in children's fashion products is influenced by other factors less strongly by 32 percent.

From the structural relationship above, the hypothesis test can be seen in the following table:

Table 2: Hypothesis Test

1. Simultaneous Test				
Hypothesis	Fcalculated	Ftable	Result	Statistical Conclusion
H ₀ Price And Quality Product Not Impacted On Consumers' Purchasing Decision	155,80	3,06	Fcalculated > Ftable Significant	H ₀ rejected. Price And Quality Product Impacted On Consumers' Purchasing Decision
2. Partial Test				
Hypothesis	Tconclusion	Ttable	Result	Statistical Conclusions
H ₀ Price Not Impacted On Consumers' Purchasing Decision	10,35	1,65	Tconclusion > Ttable Significant	H ₀ Rejected Price Impacted On Consumers' Purchasing Decision
H ₀ Product quality not impacted on consumers' purchasing decision	6,07	1,65	Tconclusion > Ttable Significant	H ₀ rejected product quality impacted on consumers' purchasing decision

Source: Results of the December 2019 Questionnaire

The table above shows that simultaneously and partially, both variables influence consumer purchasing decision. This shows that there are differences and new findings wherein the research paradigm doesn't illustrate the relationship between price variables and product quality, but the table and the correlation results show that the two variables are closely related. The explanation can be illustrated by calculating the direct and indirect effects of whether the price and quality of the product can impact on consumers' purchasing decision in KaosAnakFor Kids clothing shop are as follows:

	Correlation	Impact (%)	Total (%)
Path Coefficient	Impact	Residue	
Price Product impact on consumers' purchasing decision	0,59	34,8	11,2
Quality Product impact on consumers' purchasing decision	0,34	11,5	11,2
			100

Table 4: calculation of direct influence and indirectly

Source: Results of the December 2019 Questionnaire

The table above can explain that the variable price directly affects 34.8 percent and 11.2 percent indirectly, which in this case can be explained with a total of 46 percent. This can be due to the installation of the price media that was done by KaosAnakFor Kids clothing shop can be a dominant factor for tourists who visit the children's fashion knowing a form of KaosAnak For Kids clothing shop. The installation of price media in the form of banners / billboards carried out by KaosAnakForKids clothing shop as well as an attractive and quite clear design, is one of the determining factors and has a greater impact on increasing purchasing decision to visit KaosAnak For Kids clothing shop. The product quality offered by KaosAnakFor Kids clothing shop has a low direct effect, which only has an effect of 11.5 percent. It can be argued that tourists visiting children's fashion appreciate the quality product of KaosAnak For Kids clothing shop have a low factor.

After seeing the results of the recapitulation table for each variable, several factors that support it are found, including:

1. The price of KaosAnakFor Kids clothing shop is relatively cheap compared to other competitors.
2. The superior product quality ingredients compared to competitors can be seen from the testimonials of consumers who have already purchased the Product of KaosAnakFor Kids clothing shop.
3. Furthermore, consumers have purchasing decision product of KaosAnak For Kids clothing shop and want to know the price and quality of products provided by KaosAnak For Kids clothing shop because they reveal that they have an interest in the price and quality of the products.
4. The product quality impact on consumers' purchasing decision product of KaosAnakFor Kids clothing shop has a strong relationship. This can explain that consumers of children's fashion have an interest in the quality of the products provided by KaosAnak for Kids clothing shop.

Other Than That there are also inhibiting factors, that are:

1. Based on the recapitulation table, consumers are aware less of the information about the prices product which is offered by KaosAnakFor Kids clothing shop.
2. Consumers state the poor of information about the quality of product KaosAnakFor Kids clothing shop.
3. The products sold by KaosAnakFor Kids clothing shop are limited due to less of variety, just boxer and t-shirt products are available.
4. Less of shopping discount for events that consumers have an interest in buying the product.

4. Conclusion

From the suite of information that has explained the gap in Price and Product Quality Impact on Consumers' Purchase Decision in KaosAnakFor Kids product. It can be concluded that prices of KaosAnakFor Kids clothing shop are relatively cheap and demand

by new customers who know that the price offered is only Rp18.000 for T-shirt and boxer products. Consumers also expressed their interest on the good quality of product with relatively cheap price but the material cannot be underestimated. Then consumers have purchasing decision products for KaosAnakFor Kids clothing shop and want to know the price and quality of products provided by KaosAnak For Kids clothing shop because they revealed have an interest in the price and quality of products offered by KaosAnak For Kids clothing shop.

The suggestions in this research is because the price of the product is not well conveyed to consumers so they consider the price of the product to be expensive. KaosAnakFor Kids clothing shop is expected to be more massive in marketing their products like, make an event shopping discount or participate or promote at an exhibition to introduce KaosAnak For Kids product. That can help the clothing shop inform the products that on sale. Clothing shop also must create its own budget in promoting its products. In KaosAnakForKids clothing shop there is no specific budget in promotion, it has a direct impact on purchasing decision in KaosAnak For Kids clothing shop itself. If the promotional budget is already there so the clothing shop will be more exempt to market their products so that product of KaosAnak For Kids clothing shop are more famous and in demand by consumers.

Next, they must have more updated innovations, then not only T-shirt and boxer products are sold by KaosAnakFor Kids clothing shop. Clothing shops must add additional types of products for sale. That can be children's shirts or jackets, considering that children's jackets and shirts are currently in great demand. Consumers will want to know more in another product and impact of purchasing decision of KaosAnakFor Kids clothing shop. As an effort to pushes consumer purchasing decision, KaosAnakFor Kids clothing shop must give product discounts on their next purchase with the record that the consumer has followed the Instagram account of KaosAnak For Kids and posted his

impression when buying the product of Kaos Anak For Kids clothing shop. This is able to increase consumer purchasing decision with additional price discounts, given there are consumer responses regarding high prices.

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